

3. "HOW TO PROMOTE AVP IN THE COMMUNITY"

- Offering AVP to businesses and social services.

Agenda

Gathering – Why move AVP from prison → community?

L & L

Groups – "Strategies that work" – who to approach – how to - \$\$

Success stories

Feedback

Closing – taking your intentions forward

How to promote AVP in the Corporate Community

How to approach

1. Develop promotional materials to advertise introductory workshop
2. Develop website
3. Provide written/oral information: letter/telephone calls
4. Set up conference call / web-cast
5. Use success stories

What can be offered in a workshop – Conducive to Business

1. Conflict resolution techniques: individual/collective
2. How to be assertive without being aggressive
3. Active listening
4. Reaching consensus
5. Promoting co-operation: how to be a team player
6. Role-playing situations in the market place
7. Understanding diversity: bias awareness

*** All these topics are reflected in AVP exercises/TP**

PR: point out benefits of a corporation being affiliated with this kind of programme: opportunity for volunteerism within the organisation

Compensation: Name of AVP cannot be used if payment is provided. However, presentation on a brochure could read: AVP presents (Name of programme)

Idea: Finding airlines to donate free travel to facilitators doing AVP workshops – particularly in third world countries.

COMMUNITY

Focus/Strategies → Who to approach → Follow up etc
How to approach
Money

Strategies that have worked

A) Initially

1. Keep reliable CONTACT POINT: e.g. Co-Ordinator / Registrar
e.g. collect names / post / person to person
i.e. CONTINUITY – planning dates ahead

2. Team of Facilitators

B) Know your community

(NZ)

- Individuals > networking with umbrella groups – health – social services - benefits
- Groups > corrections officers – church network – technical institutes e.g. studying social work

Let them know what we do

TASTER: mini workshops

NEXT STEPS: to come along??!!! CHALLENGE TO ATTEND – competing with commitment. PARTICIPANTS ENCOURAGED TO RETURN & to tell others.

E.g. Corrections Officers saw good for prisoners not themselves.

Choose LEADERS of Community – they feel open to their personal stuff.

(ENG)

-Preplanning →TASTER with Primary Care Team.

Self help groups on estates – scared?

- build commitment skills
- what do you think of us?

(NZ)

Community Education Funding

- personal development courses
- community organisations can use these funds

(AUST)

In Schools – HIPP programme

(ENG)

Probation

- can prevent breaking parole
- need people on spot
- if paid be person when do you lose control of programme?

Evaluation across prison system

(NZ)

Alternatives to Violence NAME?

- “Violence” word a BLOCK
- “Violence” is a wider issue
- “Creating Peaceful Pathways” positive statement
- NURTURING
- More than anger management!!

TRUST

(INDIA)

-Local Admin invited to attend – funds for local program

-PLANS now college students + community / staff

-10 – 15

-Room for development

(KENYA)

-No grassroots take off

-In training – facilitators developing

(NZ)

-take down the barriers – food / venue / childcare

-whanau workshops: what is the social unit?